

Focusing on the IRP

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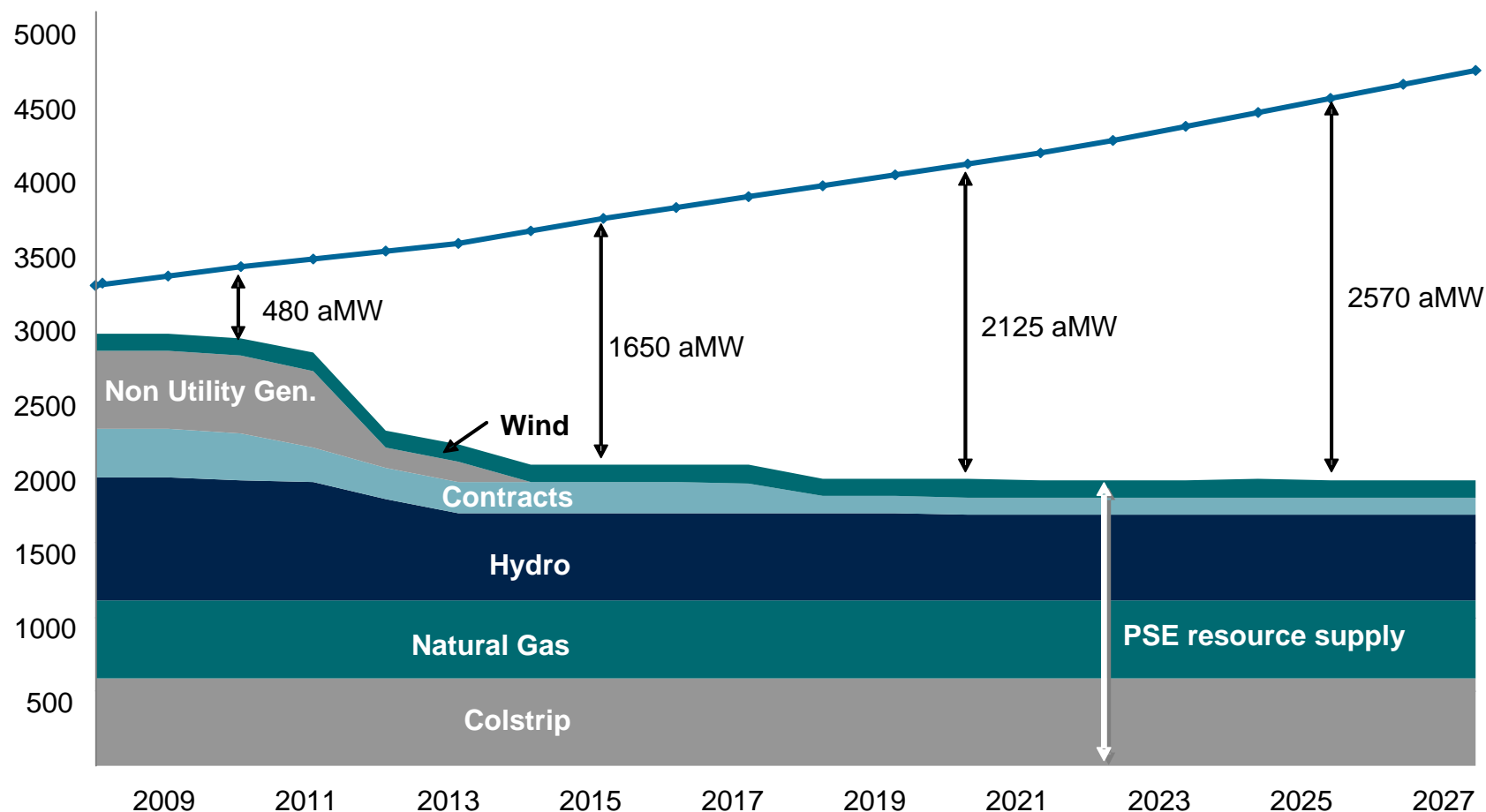


PUGET SOUND ENERGY

The Energy To Do Great Things

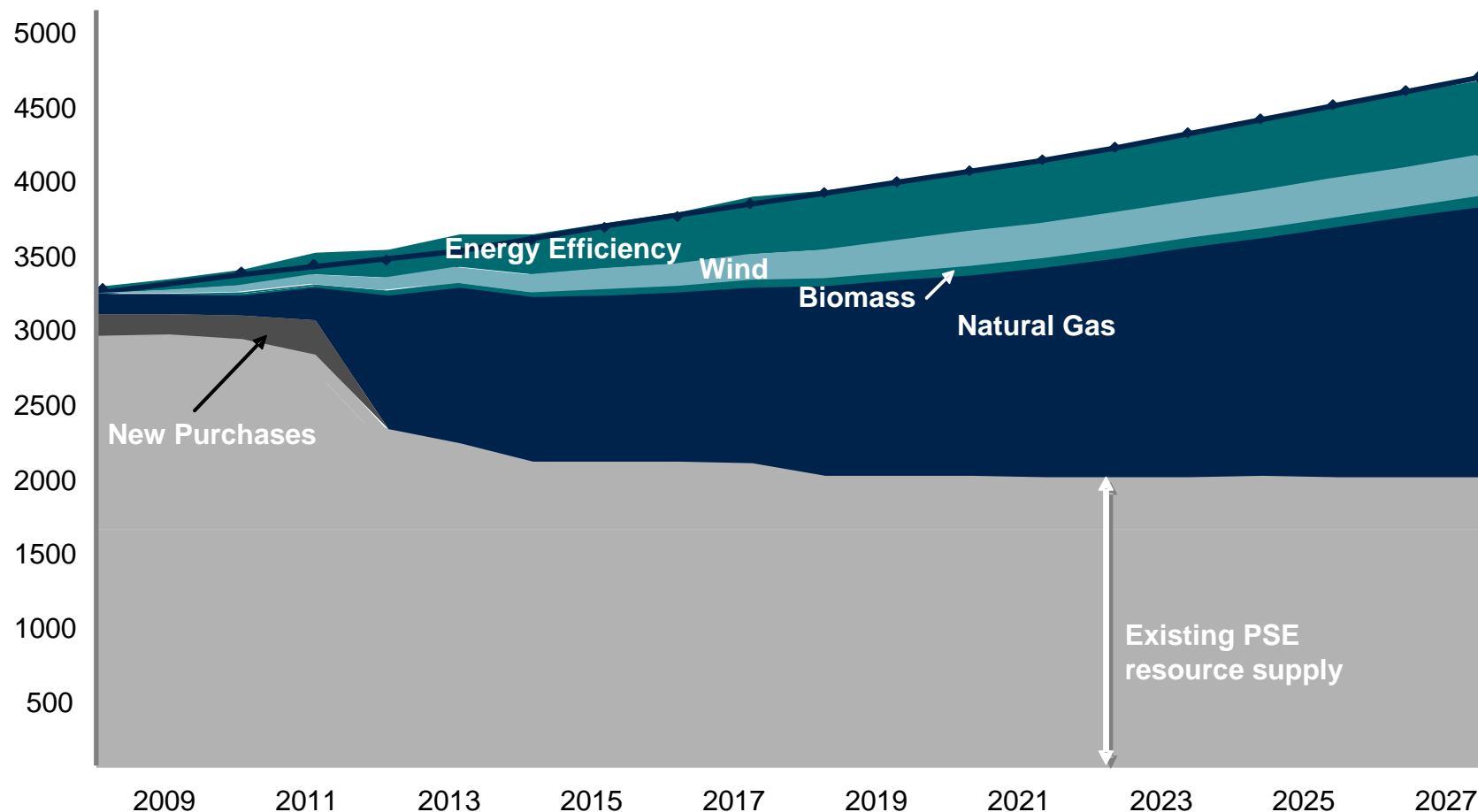
PSE Integrated Resource Plan

Supply & Demand



PSE Integrated Resource Plan

Supply Resources



The Real IRP

- ◆ Building an organization to move large volumes of product – not R&D
 - ◆ Infrastructure
 - ◆ Relationships
 - ◆ People



Infrastructure designed to support new technology

- ◆ Hybrid Organization
 - ◆ Channels
 - ◆ Housing type
 - ◆ Not product focused
- ◆ Systems in Place
 - ◆ CMS (Customer Management System)
- ◆ Timely & nimble planning and forecasting
- ◆ Strict analysis and evaluation process
- ◆ Streamlined regulatory approval process

Relationships to support integration

- ◆ Internal Relationship
 - ◆ Executive Team
 - ◆ Community Relations
 - ◆ Corporate Communications
 - ◆ Green Power
 - ◆ All customer touch points



Relationships to increase throughput

- ◆ External Relationship
 - ◆ Builders / Contractors
 - ◆ Retailers
 - ◆ Vendors
 - ◆ Trade organizations

Relationships with customers

- ◆ Market Segmentation
 - ◆ Understand motivation / decision making
 - ◆ Understand where and how to reach customers
 - ◆ Granular information on how they live



People that understand business

- ◆ Share a similar managerial mindset
 - ◆ committed to planning
 - ◆ driven by metrics
 - ◆ willing to lead with a progressive organization
- ◆ Passionate about energy efficiency
- ◆ Experience in high growth industries
- ◆ Desire to challenge convention / status quo
- ◆ Non-utility background

Closing remarks

- ◆ Product applications with defensible (and enormous) cost effective savings
- ◆ R & D is not a core competency
- ◆ Engage in the utility process
- ◆ The CFL gravy train is reaching the end of the line
- ◆ New technology needed to meet resource acquisition targets
- ◆ We need SSL

